

ORDER

Orders
Order / Rev: 168198
Alt Order #: 06357184
Product Desc: THOMPSON FOR SENATE
Estimate: 2777
Flight Dates: 10/01/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/T Thompson/R/Sen/WI
Demographic: A50+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	33	\$17,775.00	\$15,108.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$17,775.00	\$15,108.75	0.00
Totals	33	\$17,775.00	\$15,108.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	14%	\$17,775.00
Market	100%	\$126,964.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$43,167.86
WITI	31%	\$39,358.93
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$26,662.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/07/12	10/07/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-----1		1		\$400.00		0.00					
E 2	WDJT	10/01/12	10/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	MTWTF--		5		\$350.00		0.00					

WDJT-TV-LP